

comm 316

# PROFESSIONAL IMAGING



1

## Learning Outcomes

The purpose of Comm 316 is to develop professional imaging skills, personal style, and set up a web business presence to launch a career. Upon successful course completion, students should be able to:

### 1. Photography - Lighting - Post

Demonstrate advanced photographic, lighting and post production skills using industry standard tools.

### 2. Personal Style

Develop a personal style through a journey of exploring varied photographic work in four categories: commercial, creative, portrait, and fine art.

### 3. Online Presence

Produce a professional self-hosted website to showcase and market a versatile body of work through effective SEO practices, social media synchronization and a functioning Online store.

### 4. Entrepreneurial Setup

Implement branding and entrepreneurial practices to manage a professional imaging business utilizing customized legal contracts and marketing plan.

### 5. Teach - Collaborate - Manage

Teach one another and work with instructors for formative feedback on photo excursions, peer review, and hands-on experiential learning.

### 6. Leadership

Create inspiring visual media, employ exemplary ethical leadership and apply Gospel-centered values to contribute to a global society.

## Professional Skills

### BW-PLP

#### 1. Business

Students will organize their own professional imaging business through branding, social media marketing, SEO practices, pricing strategies, customized contracts, and Google business setup.

#### 2. Website

Students will setup a self-hosted Wordpress website using and customizing the Divi template from Elegant Themes and custom plugins for exceptional Search Engine Optimization.

#### 3. Photography, Lighting, Post Production

Students will showcase photography, lighting, and post production skills by publishing at least 26 professional posts of original content in the following...

#### FOUR PHOTOGRAPHIC CATEGORIES:

##### 7 COMMERCIAL Photography Posts

Product (2), Food, Architectural, Fine Art Print Personal Style, Portfolio

##### 7 CREATIVE Photography Posts

Creative Choice, Squibb, OSES, Branding, Movie Poster, Post Production, Balance The Light

##### 7 PORTRAIT Photography Posts

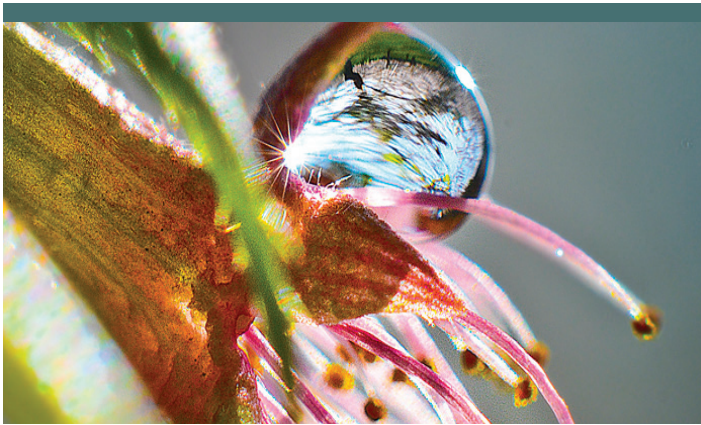
Fashion (4), Portrait (3)

##### 5 FINE ART Photography Post

Long Exposure (2), Landscape (3)

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## Required Materials

- DSLR or Mirrorless Camera with manual settings
- \$150 Course Fee for travel, lodging, light kit, venue/park entrance fees, part of food and photoshoot supplies, props, equipment, etc.
- \$25+ Printed projects: 16x24 mounted print, Movie Poster, Business forms, web hosting, misc.
- Help provide food for meals and snacks
- Students may use tripods, lenses, filters, and other equipment from the Prod. Office.

## Online Presence

By setting up a self-hosted Wordpress Divi website, practicing a special set of proven Comm 316 SEO strategies, and participating in blog networking, and social media promotion, students will place images in the top 50 of at least two different search topics with 10 million or more web results by semester end.

2

## Personal Style Discovery

Through exposure to a variety of photographic genres, students will be better equipped to develop their own unique photographic style. Students will develop a versatile, professional website, which will help them discover more employment opportunities for financial reliance while they develop their personal style niche.

Students will also set up and brand their own business and learn business management skills, setup their own pricing structure, professional printing service and functioning estore. Students will demonstrate their personal style in a final project which should help them bridge to a career that includes professional imaging.

## Department/Class Policies

- The course grade will be dropped 10-20 % for missing part/all of a required event or being unprepared for final reception/website.
- Students must travel in BYU-I vans.
- In accordance with Comm. Dept. policy, points will not be awarded for late work. Students are allowed one "mulligan," which extends a deadline by two days. The mulligan must be used before the final website check.
- Grade concerns need to be taken care of during office hours.
- The instructor may choose to award bonus "courtesy points" for professional communication, promptness, positivity, extra effort and help on excursions.

## Class Structure

Students will meet weekly in Comm 316 through a variety of class, team, instructor meetings and excursions which are required for successful course completion. Students will share a light kit with a partner and be part of a team to practice lighting, critique and troubleshoot websites.

It is vital students attend all class, team, and instructor meetings and excursions, since we only meet an average of once a week. Students who are unable to attend all meetings and entire excursions should take Comm 316 or the one-credit version, Comm 497R, another semester.

Due to the half-day fashion photoshoot and the 3 - 1/2 day photo excursion to Victor, Jackson and the Tetons, class time will far exceed the normal hours required for a three-credit course. The benefit is that a large share of the photography is completed during class excursions.

Students will develop leadership and management skills by choosing a leadership activity:

- Help teach on Comm 300 Bannack excursion
- Help organize and setup for the Fashion / Light Painting photoshoot

Students should be concurrently enrolled in the Wordpress Website practicum or should have previously completed it for correct website setup.

## Points

Projects	240 points
Activities	95 points
Team Mtgs / Peer Review	45 points

**TOTAL: 380 points:**



## UNIVERSITY POLICIES

### Disabilities

BYU-Idaho does not discriminate against persons with disabilities. BYU-Idaho follows applicable federal and state law, extending to the University's electronic and information technologies (EIT).

Qualified students may be entitled to "reasonable accommodation." If applicable, students should contact the Disability Services Office at [disabilityservices@byui.edu](mailto:disabilityservices@byui.edu) or 208-496-9210. Find additional information at <http://www.byui.edu/disabilities>.

### Sexual Misconduct

BYU-Idaho prohibits sex discrimination against any participant. Prohibited sex discrimination includes incidents of sexual harassment (including sexual violence), dating violence, domestic violence, sexual assault, and stalking (collectively "sexual misconduct"). To help create a safe learning environment for all students, university employees are required to report all incidents of sexual misconduct they are aware of.

If you encounter sexual misconduct, please contact the Title IX Coordinator at [titleix@byui.edu](mailto:titleix@byui.edu) or 208-496-9200. Additional information about sexual misconduct and available resources can be found at [www.byui.edu/titleix](http://www.byui.edu/titleix).

### Syllabus Modification

The instructor reserves the right to change and modify any and all aspects of the course as needed. Announcements made in class supersede published information.

### BYU-I Learning Model

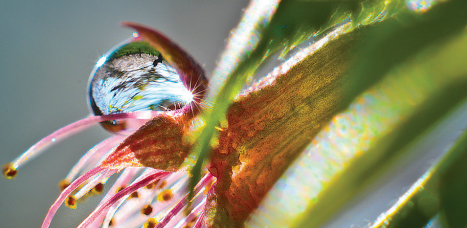
The Learning Model is an integral part of 316:

- Everyone is a learner and teacher
- Everyone is at a different level of progress in learning by faith
- Principles of the learning model apply to all aspects of the BYU-Idaho
- Our understanding of learning and teaching processes grows as we pursue inspired inquiry and innovation
- The principles include:
  - Exercise faith in the Lord Jesus Christ as a principle of power and action
  - Understand that true teaching is done by and with the Holy Ghost
  - Lay hold upon the word of God
  - Act for themselves and accept responsibility for learning and teaching
  - Love, serve, and teach one another

### Honor Code

Students are expected to observe the BYU-I Honor Code. Violations can result in course failure. All work must be the student's original work and completed during the semester.

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Wk	THEME	DATE	TUESDAY DEADLINE	DATE	THURSDAY CLASS	DATE	FRIDAY DEADLINE
1	SETUP	4-24	1A FB Intro & Workflow 1B Syllabus Quiz	4-26	1C NO CLASS - YES TEAM MTG Pickup Light Kit - Work on 1D	4-27	1D Discover Light Kit
2	LIGHTING	5-1	2A Creative Choice	5-3	<b>CLASS</b> (Bring Camera - Light Kit)	5-4	2B SQIBB
3	BUSINESS	5-8	3A OSES	5-10	<b>CLASS</b> (Bring Laptop - Logo)	5-11	3B Branding
4	FASHION	5-15	4A Business: Worksheet / Pricing Guide / Contracts / Google Bus. / DBA / Model Release / WHCC	5-17	<b>FASHION SHOOT!</b> (Bring Cam - LK) <b>CLASS</b> - Meet at Venue in Rigby Bring Printed Pricing / Card	5-18	4B WHCC - 5 images
	LEADERSHIP	5-21	<b>BANNACK GHOST TOWN:</b> Optional: Choose Bannack Leader/Model or Fashion Setup				
5	EXCURSION	May 23 3pm through 26 3pm	5A Movie Poster - Bring Print! -- Check Packing List / Details in FB Group <b>PHOTO EXCURSION! Victor - Jackson - Tetons</b>				
6	WEBSITE	5-29	6A Movie Poster Blog Post (1Cr)	5-31	6B NO CLASS - YES TEAM MTG Website Check: Fix & Repost	6-1	6C Website Checklist 6D Product (2C)
7	FINE ART	6-5	7A Long Exposure (2F)	6-7	<b>CLASS</b>	6-8	7B Landscape-Nature (3F) 7C Peer Review
8	PORTRAIT	6-12	8A Fashion (4P) 8B Portrait (3P)	6-14	8C NO CLASS - YES INSTRUCTOR MEETING (FB Group Signup)	6-15	8D Personal Style Plan/IM 8E Peer Review
9	FRAMED PRINT	6-19	9A Top 3: Post Production (1Cr)	6-21	<b>CLASS</b> Bring 16x24 Mounted Print	6-22	9B Fine Art Print (1C) 9C Peer Review
10	CREATIVE	6-26	10A Creative Posts: CC-SQIBB- OSES-Branding-BTL (5Cr)	6-28	10B NO CLASS: Senior Showcase! YES TEAM MTG: Website Check	6-29	10C Food & Architect (2C) 10D Peer Review
11	PERSONAL STYLE	7-3	11A Personal Style Project (1C)	7-5	<b>CLASS:</b> 11B Skills Demo	7-6	11C Portfolio (1C) 11D Peer Review
12	FINAL RECEPTION	7-10	12A Website Check Final	7-12	<b>POTLUCK RECEPTION!</b> 12B Portfolio Presentation		

**KEY:** (4P) = 4 posts on the Portrait page: **C** = Commercial Posts (7) • **Cr** = Creative Posts (7) • **P** = Portrait Posts (7) • **F** = Fine Art Posts (5)